**Media and Public Opinion**

**Overview:**

Every step of the American political process, from local elections to national politics, is covered by the media. As communication technology improved political news coverage increased dramatically. Only a few generations ago, most Americans got all of their news either through newspapers or the radio. In addition to those two sources, today Americans can access information on the dozens of television news networks, the internet, on their phones, and through forms of social media. Over the course of this unit we will analyze how political news coverage influences public opinion. We will also study the bias and credibility of news sources.

**Guiding Questions:**

1. How does the news media influence public opinion?
2. How do you analyze the creditability of print, television, and internet news services?
3. What bias exists in new coverage of American politics?
4. What is negative campaigning and how is it used to influence voters?

**Schedule:**

This unit should take us right up to Thanksgiving break. As long as there are no changes in the schedule between now and then, you can expect a test review on Monday, November 21 with the unit test on Tuesday, November 22.

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